

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Shorr Johnson Magnus**  
**1831 Chestnut Street, Ste. 602**  
**Philadelphia, PA 19103**

<u>Contract / Revision</u> 484458 /		<u>Alt Order #</u> 06225309
<u>Product</u> S BERKLEY FOR SENATE		
<u>Contract Dates</u> 08/07/12 - 08/13/12		<u>Estimate #</u>
<u>Advertiser</u> Berkley For Senate		<u>Original Date / Revision</u> 08/06/12 / 08/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	08/07/12	08/10/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				2	\$365.00			
N 3	KVVU	08/07/12	08/10/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				2	\$385.00			
N 6	KVVU	08/07/12	08/10/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				2	\$750.00			
N 8	KVVU	08/07/12	08/10/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				2	\$450.00			
N 10	KVVU	08/07/12	08/08/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		1:00			NM	1	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TW----				1	\$770.00			
N 11	KVVU	08/07/12	08/10/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		1:00			NM	1	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				1	\$730.00			
N 12	KVVU	08/07/12	08/10/12	Fox 5 News M-F 10p-11p	10p-11p		1:00			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				1	\$1,500.00			
N 13	KVVU	08/07/12	08/08/12	Fox 5 News M-F 11p	M-F 11-1135p		1:00			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TW----				1	\$900.00			
<b>Totals</b>											<b>17</b>	<b>\$10,250.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/13/12	17	\$10,250.00	\$8,712.50
<b>Totals</b>	<b>17</b>	<b>\$10,250.00</b>	<b>\$8,712.50</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

Contract / Revision	Alt Order #
484458 /	06225309

Contract Dates	Product	Estimate #
08/07/12 - 08/13/12	S BERKLEY FOR SENA	

Advertiser	Original Date / Revision
Berkley For Senate	08/06/12 / 08/06/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG6/12 14.01

REP: TO ROSE  
FROM TERESA  
REVISED ORDER TO REFLECT SOME SPOTS BEING CONVERTED TO :60  
NCIT  
PLEASE CONFIRM

CON CM        \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
SHELLEY BERKLEY FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	S		700A-900A	30		\$365.00	8/7	8/10	2		TU-F	2
PROGRAM : NEWS												
CON COM1 : MAX 1X DAY												
3	S		600A-700A	30		\$385.00	8/7	8/10	2		TU-F	2
PROGRAM : NEWS												
CON COM1 : MAX 1X DAY												
6	S		1000P-1100P	30		\$750.00	8/7	8/10	2		TU-F	2
PROGRAM : NEWS												
CON COM1 : MAX 1X DAY												
8	S		1100P-1130P	30		\$450.00	8/7	8/10	2		TU-F	2
PROGRAM : NEWS												
CON COM1 : MAX 1X DAY												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10	A		600A-700A	60		\$770.00	8/7	8/8	1		TU-W	1
PROGRAM : NEWS												
11	A		700A-900A	60		\$730.00	8/7	8/10	1		TU-F	1
PROGRAM : NEWS												
12	A		1000P-1100P	60		\$1,500.00	8/7	8/10	1		TU-F	1
PROGRAM : NEWS												
13	A		1100P-1130P	60		\$900.00	8/7	8/8	1		TU-W	1
PROGRAM : NEWS												
AUG/12 10250.00											CONTRACT TOTAL	10250.00
											TOTAL SPOTS	17

MARKET TOTALS \$78,846 KVVU 13% KSNV 49% KLAS 21% KTNV 16% KVMY 1% KVCW 0% CABL 0% KTUD 0%

HEAVY NEWS. OLYMPICS BOUGHT ON NBC.

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE